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AUTHOR Stavn, Virginia; Williams, Carole
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ABSTRACT

A branch library community analysis study identifies library users and nonusers, determines the area of service, and serves as a pilot project for a larger systemwide study. Significant findings suggest that users may be identified by their degree of participation in socio-cultural activities and adult education programs rather than demographic characteristics; divide users into those who visit the library and circulate materials, and those who use materials and services but do not circulate materials; and isolate a group of potential users from nonusers by their degree of participation in socio-cultural activities. User evaluations of the library and its materials are included in the study. Recommendations suggest modification of budget allocations; further analysis of the media collection, lending programs, and the library's public relations program; and a need to establish and maintain communication and cooperation with area agencies, groups, and organizations. An appendix provides details on data collection, demographics, the service area, an in-house survey, a telephone survey, and a community profile. (RAA)

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RICE STREET BRANCH LIBRARY

COMMUNITY ANALYSIS PILOT STUDY

January - May 1979

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Submitted by

Virginia Stavn, Librarian, Rice Street Branch Library
Carole Williams, Librarian

July 1979

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In-House	Telephone
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Mary Ann Ecklund	Linda Canfield
Louise Gilfillian	Diane Ford
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Jean Williams	Annette Salo
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RICE STREET BRANCH LIBRARY

COMMUNITY ANALYSIS PILOT STUDY

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I. OVERVIEW

The Rice Street Branch Library Community Analysis Pilot Study was conducted January-May 1979 by the Rice Street Branch Library Staff with the assistance of Dr. George D'Elia, Assistant Professor of Library Science, University of Minnesota. Data were collected from an In-House Survey, Telephone Survey, systematic sampling of the Transaction Film, Census Data, and other city and state publications.

The most significant findings of the study concern: 1) the identification of library users by their degree of participation in social (cultural) activities and adult education programs as opposed to any specific demographic characteristics, i.e. income, sex, etc. 2) the identification of two types of library users: a type which visits the library and circulates materials, and another type which visits the library to use many services and materials but tends not to circulate materials; and 3) the isolation of a group of potential users from the non-library user group by their degree of active participation in social (cultural) activities.

Other findings show the users of the Rice Street Branch Library evaluating the library's book collection and physical facilities lower than did the users of the Central Library and other libraries.

Recommendations resulting from this study suggest the following: modification of the current material's budget allocations; further analysis of the media collection, Tool Lending Library, and the library's publicity and marketing program; and the necessity for establishing and maintaining communication and cooperation with area agencies, groups, organizations.

II. Purpose

The Rice Street Branch Library staff conducted a Community Analysis Pilot study for two reasons: first to study library users, identify non-users, and determine the geographic area served by the Rice Street Branch Library; second, to determine whether the methodology used produced valid, meaningful, and useful information and is appropriate for use by the entire Saint Paul Public Library system.

III. Objectives

A. Determine budget allocations for materials.

B. Determine level of programming.

C. Determine need for basic skills materials and services.

D. Determine the service area of the Rice Street Branch Library.

E. Determine if there are agencies, groups, or businesses within the Rice Street Branch Library service area whose resources could be used by the library staff in meeting community needs.

F. Determine if there are groups, agencies, or businesses within the Rice Street Branch Library service area who could use library services in meeting community needs.

IV. Recommendations

A. Book Collection

1. Adult Fiction

It is recommended that the adult fiction collection at the Rice Street Branch be expanded and made more accessible. This can be accomplished by arranging the current holdings into a browsing collection with broad interest areas, i.e., Gothics, Espionage/Suspense, War Stories, Family Saga, General Fiction, Historical, Romance, etc. The collection would then be more useful to the fiction reader.

Rotation to the Rice Street Branch of a portion of the large collection of fiction housed in the back stacks at the Central Library should also be considered as an option in providing more available fiction titles for the branch customer.

An increase in material funds could also alleviate this problem by enabling the Acquisition Librarian to purchase more new fiction titles for the agency.

2. Juvenile Easies (jE's)

Findings indicate that the juvenile picture books (jE) comprise only 28% of the juvenile non-fiction purchases, but account for 74% of the juvenile non-fiction circulation. It is recommended that the funds for the purchase of jE's be increased and that the funds for the purchase of the general juvenile non-fiction be proportionately decreased.

B. Media Collection

It is recommended that further analysis of the media collection be undertaken. While analysis of the Transaction Film found that 82% of the current users did not circulate media materials; and that the circulation of films, records, and cassettes accounted for only 7.3% of the total circulation; this area appears to be of some interest to potential users. Analysis should determine what materials are desired in these collections, and what the extent of demand is for this service. If little or no interest is expressed, the Rice Street Branch should consider eliminating these holdings from its collection.

C. Tool Lending Library

Due both to the large commitment of space and to the uncertainty of the program and its staff, it is recommended that this program and its ties with the library be carefully studied. Such study should explore the library's ability to handle the service under its current operating procedures. It does appear to be a program that could attract potential users. Library staff should continue to explore ways of cooperating with the Tool Lending Library, such as, cosponsoring programs and developing special collections and indexes to facilitate the program.

D. Publicity

It is recommended that the library analyze how it can better inform the residents of the community about the location of the Rice Street Branch, its programs and services. Target groups are those users of other libraries who reside in the Rice Street Branch Library service area but do not know of the existence of the Rice Street Branch, and the socially active potential users.

E. Physical Facilities

It is recommended that further study be conducted on the physical facilities of the Rice Street Branch. Survey results show users of the Rice Street Branch rated the comfort and pleasantness of that branch's physical facilities lower than the users of Central and other libraries rated their libraries.

F. Adult Programming

It is recommended that the Rice Street Branch Library not offer programs for adults, even though data identified this area as having appeal to potential users. The library should stay out of this market in deference to the Community Education Program at Washington Jr. High School. The library should consider cosponsoring adult programs with Community Education and other community agencies offering adult programs, but should not attempt to compete with these existing programs.

G. Study Skills Center

The Study Skills Center was set up in cooperation with Lakewood Community College in January 1979. The Center is presently operating on an appointment-only basis, and will terminate in September. While the program is popular with library users, data from the Telephone Survey does not demonstrate that this service is of interest to potential users. It is recommended that the Rice Street Branch not attempt to continue the program without the cooperation and support staff from Lakewood Community College. Because of the popularity of the basic skills materials, this collection should continue to be developed.

H. Profile of library user

It is recommended that the library establish lines of communication and cooperation with the various groups, organizations, adult education programs, etc., in its service area. This is consistent with survey data which supports the theory that library users tend to be 1) active in social/cultural activities, and 2) active participants in adult education activities.

I. System-wide Community Analysis Project

It is recommended, based on the findings from the Rice Street Branch Library Community Analysis Pilot Study, that the entire Saint Paul Public Library system undertake a Community Analysis as soon as funding can be secured.

It is suggested that the sampling of the Transaction Film, the In-House Survey and the Telephone Survey not be conducted as part of this program unless the services of Dr. George D'Elia, Assistant Professor, University of Minnesota, can be secured. Without his expertise, the findings from from such studies would be negligible.

If D'Elia's services can be secured, it is recommended that some provision be made for surveying the library needs of children as well as measuring their level of satisfaction with current library services, programs and collections.

V. Program

The results of the Rice Street Branch Library Community Analysis Pilot Study identified the specific geographic area served by the Rice Street Branch Library; profiled the library user and measured their evaluation of the library's services, programs, and material collections; and provided evidence of the non-library user's dissatisfaction with current services and desire for additional services.

An abbreviated profile of the Rice Street Branch Library Community, constructed via the Greer Method of Community Analysis is included in the Appendix. The procedures regarding this methodology are reported in "Proposed Community Analysis, Saint Paul Public Library" compiled by V. Stavn and C. Williams.

A. RICE STREET BRANCH LIBRARY SERVICE AREA

In order to determine the population that is served by the Rice Street Branch Library two methods of analysis were used. One method was a systematic random sample of users' addresses from the transaction film and the other method was an in-house map study.

Sampling of the transaction film showed that most users who circulated materials came from the northwest quadrant, followed by the quadrants in the northeast, southwest, and southeast. An industrial corridor runs through the southern quadrants.

The In-House Map Study, conducted in conjunction with the In-House Survey, compared closely with the findings of the transaction film. It showed more use coming from the near southeast area than appeared in the film. Twenty-two percent of the users came from outside the library's designated service area compared with 17% on the transaction film. (Table 3.2) The designated service area is bounded on the east by 35E, on the north by Larpenteur, on the west by Dale and Lexington, and on the south by University. (Table 3.1) Of this 22%, 40% were from Saint Paul but outside the designated library service area, 43% were from Ramsey County but outside Saint Paul, and 17% were from outside Ramsey County.

Determination of the service area is far more complex than following the boundary lines of the neighborhood in which the library agency is located. The Rice Street Branch Library user reflects the mobility of the population. A significant amount of business is generated because of the branch library's location on Rice Street, a major transit route of 15,000 vehicles daily to the northern suburbs. The library user tends to use the library facility whose location is most convenient for his life style whether it be near one's work, home, travel route, or shopping.

Both methods of analysis showed that the residents of District 7 do not use the Rice Street Branch in high enough concentration to be considered part of the branch's service area. Comparison with the Lexington Branch Library's map study might shed light on user patterns for this area. The District 7 plan expresses the need for bookmobile service at the eastern end of its district because of this area's distance from the Lexington Branch Library. Apparently residents of this area do not consider travel north on Rice Street a viable alternative.

Of the sample households drawn from the Rice Street Branch Library's service area for the telephone survey, 50% of those interviewed indicated they were library users. Of these library users, 41% use the Rice Street Branch Library and 59% use another library. (Table 5.7) Of the group who use other libraries, 24% did not know of the Rice Street Branch Library's existence.

B. LIBRARY USERS

Studies conducted during the Rice Street Branch Library Community Analysis reject the profile of the typical library user as a relatively young, college educated, middle-to-upper income, white collar or professional person, who lives close to the library. (Table 2.1) Tests done on demographic data collected in the In-House Survey and Telephone Survey showed no significant relationship between age, income, and sex and use of the library. No differences could be found between the demographic characteristics of the user and those of the non-user.

Variables indicating income, level of education, frequency of last book read, and degree of participation in social (cultural) activities, adult education programs, and community activities were submitted to a multiple regression. Characteristics that emerged as the greatest indicators of library use were degree of participation in social (cultural) activities, adult education activities, and the frequency of the last book read. (Table 5.1) These findings replicate those of Dr. George D'Elia's Syracuse, New York study, "The Development and Testing of a Conceptual Model of Public Library User Behavior."

While studies did not support the theory that one's sex, male or female, serves as an indicator of library use, data submitted to a t-Test did show a difference in the way men and women react to various aspects of library service. (Table 4.8) Women tend to place more importance on their visits to the library than do men; women evaluate the book collection, media collection, staff, and grade the library higher than do men. Although women describe themselves as heavier library users than men, no significant differences were found in their reported frequency of use and in the number of other libraries they used. There were no differences in how convenient they perceived the library hours to be, in how easy it was to use the library, in their evaluation of the physical facilities, and in their overall satisfaction with the library.

When users were asked to indicate their reading preferences on the In-House Survey, 41% of the respondents favored fiction material. (Tables 4.4; 4.5) The systematic sample of the transaction film revealed that 41% of the adult circulation also was fiction. In addition, the In-House Survey showed a significant relationship between preference for fiction and evaluation of the book collection: as the number of fiction items mentioned by a reader increased, the evaluation of the book collection decreased. These findings have implications for the collection development at the Rice Street Branch Library, as currently only 26% of the adult collection is fiction, and fiction made up only 21% of the additions to the adult collection in 1978. (Table 3.3)

Analysis of the adult non-fiction collection revealed a greater proportion of non-fiction in the buying pattern and adult holdings than in the sample of the circulation transaction film. Non-fiction accounted for 30% of the circulation but 42% of the additions to the collection in 1978 and 58% of the total adult holdings. (Table 3.3) The two non-fiction areas most preferred by Rice Street readers were history, biography and travel, and the useful arts. No relationship was found between these reader preferences and the evaluation of the book collection.

The In-House Survey provided documentation for the first time of the library user who uses the services of the library but does not check out books. (Table 4.7) By means of factor analysis two distinct types of library users were identified: 1) those who visit the library to check out materials, and 2) those who spend time in the library and use the services but tend to check out materials less frequently than Type I.

These findings hold implications for library decision making in that they indicate the importance of not relying totally on circulation figures and reference statistics in planning budget allocations for material collections, services, or programs.

The users of the Rice Street Branch Library were asked to evaluate various aspects of the library in the In-House Survey and the Telephone Survey. There were significant findings regarding the book collection, overall evaluation of services, library use patterns and comparison of the users' evaluations of the Rice Street Branch's services with those of the users of the Central Library and other libraries.

Rice Street Branch Library users evaluated the book collection lower than did the users of the Central Library, (Table 5.3) or other libraries. (Table 5.4) This lower evaluation of the book collection by Rice Street Branch users may reflect their inability to find the books they want. It is recommended that the branch continue to weed its collection of those materials that are not being used and endeavor within budget limitations to add materials which reflect current reader preferences. This approach to collection development will not necessarily provide for a "balanced" collection, but will attempt to meet the needs of the current library users.

The pleasantness and comfort of the physical facilities of the library were rated significantly lower by the users of the Rice Street Branch than by the users of the Central Library (Table 5.3) and other libraries. (Table 5.4) Further indication of user dissatisfaction with the physical facilities was reflected in the Telephone Survey when library users residing in the Rice Street Branch designated service area but who were not users of this facility (59% of all North End library users), were asked why they did not use the Rice Street Branch. Such comments as "poor parking," "don't like location," "parking problem," "building dreary," "like Ramsey County Library physical facilities better," were heard.

Further study of the users should be undertaken to determine what features of the physical facilities they find objectionable, i.e. lack of a comfort-control system, uncomfortable tables and chairs for study and read-

ing, displaying of materials, noise level, etc. Once the specific elements causing the lower evaluation of the physical facilities are isolated, a program to correct these conditions should be developed.

Rice Street Branch Library users reported spending significantly less time at the library per library visit than did users of the Central Library.

LIBRARY	LIBRARY USERS' REPORT OF TIME SPENT AT LIBRARY PER VISIT
RICE STREET BR.	Mean: 33 mins.
CENTRAL LIBRARY	Mean: 59 mins.

It was hypothesized that the decrease in the Rice Street Branch's evening hours would be reflected in user dissatisfaction with the library's current hours. In fact, there were no significant differences in the users' satisfaction with hours when Rice was compared with Central and with other libraries. Similarly, there was no relationship between users' occupation and perceived convenience of hours nor between male's and female's satisfaction with the hours. All groups found the hours convenient, and only a few respondents suggested a more liberal hours policy.

Users of the Rice Street Branch Library tend to frequent other libraries in addition to the Rice Street Branch. Sixty percent of the branch users reported using other libraries. (Table 4.6) In an effort to explain their use of other libraries, six variables were entered into a multiple regression: evaluation of the book collection, physical facilities, media collection, and staff; convenience of hours; and ease of use. (Table 4.2) The first four variables account for only 4% of the variance in explaining why other libraries are used, with evaluation of the book collection accounting for the largest portion of this variance (2.8%). These findings are not significant enough to enable us to explain the use of other libraries.

Thirteen percent of the adult users of the Rice Street Branch Library reported bringing children to the children's programs at the library. Subsequently, no significant differences were found in the evaluations of the quality of children's programs at the Rice Street Branch, the Central Library, or other libraries. At this point we have no findings to support the continuation of children's programming or the curtailment of this service.

Even though demographic information reflects a decline in the number of children in the Rice Street Branch Library service area, the library has not experienced a decline in program attendance. Based on this information it is recommended that staff continue providing children's programs but that the current demographic trend, program attendance, and the availability of other program opportunities for children in the community be carefully monitored.

While children's library habits and reading preferences were not polled in the In-House Survey or the Telephone Survey, an analysis of the Transaction Film data provided useful information. When results from the Systematic Random Sample of the Transaction Film were submitted to a Chi-Square Test, (Table 3.4/3.5), a relationship was found between the juvenile non-fiction buying pattern and the circulation of juvenile non-fiction items. Of the juvenile non-fiction items added to the collection, 26% were jE's, while 74% of the juvenile non-fiction items circulated were jE's. It is evident that a larger percentage of the budget for juvenile non-fiction should be allocated for the purchase of jE's.

Another area of concern is the juvenile paperback collection. The branch currently has a surplus of paperback copies and is not able to display them properly due to a lack of display racks. The juvenile users often prefer the paperback format and frequently request paperback copies of a title. Display racks for the juvenile paperback collection are needed in order for the material to be readily accessible to the potential borrower.

Library users were asked to give two overall evaluations of the Rice Street Branch Library on the In-House and Telephone Survey: 1) indicate their degree of satisfaction with the library, and 2) grade the services of the library on a scale of F to A+. Responses from both surveys indicated that users had different criteria in mind when answering each question. When measuring satisfaction, they were concerned with physical facilities, convenience of hours and, to a small degree, evaluation of the book collection. (Table 4.1) When they graded the services of the library, the most important factor was evaluation of the book collection, followed by how comfortable and pleasant the physical facilities were, and evaluation of the staff. (Table 4.3)

C. LIBRARY NON-USERS AND POTENTIAL USERS

Fifty percent of those interviewed in the Telephone Survey reported that they had not used a public library in the past year. For purposes of this study, this group was labeled non-users.

The non-users were asked to indicate whether they strongly agreed, agreed, disagreed, or strongly disagreed with each of several reasons for not using the library. They were also asked to indicate their degree of interest in several potential or actual library services. It was hypothesized that within this category of non-users there is a group of potential users who respond differently to the reasons for not using a library and to the list of potential library services.

Identification of the potential users was by means of crosstabulation (Table 5.6) and t-Tests. (Table 5.5) The non-users were divided into groups according to how long it had been since they had read a book. There were no differences among the groups in their responses to reasons for not using the library or in their interest in potential or actual library services. However, when the non-users were divided according to their degree of participation in social activities, two distinct groups emerged. Those who engaged in many social activities were labeled potential users; the less socially active group, hard-core non-users.

That a group of potential users emerged when social activity was analyzed is not surprising. This finding reflects what was determined earlier about library users--that the greatest, single indicator of library use is how culturally active the person is.

Potential users disagreed to a significantly greater degree than did the hard-core non-users with the following reasons for not using the library:

- too much red tape
- too difficult to get to the library
- never seems to have the books I want
- doesn't offer any services I want.

It appears that potential users perceive fewer barriers to using the library than do hard-core non-users. The possibility of their becoming library users increases if those library services which interest them can be identified and marketed.

There were statistically significant differences in the responses of the two groups to four potential or actual library services. Potential users were more interested than were hard-core non-users in

- a computer to search for books or information
- films, records, tapes for loan
- a collection of tools which can be borrowed
- a program of special interest.

The potential users interest in adult programming points to another similarity with the library user. Participation in adult education activities was second next to social activities as an indicator of library use.

Two current Rice Street Branch services appear to be services that could attract potential users. One is the Tool Lending Library which has been using space in the Community Room since November 1978. Library staff should continue to explore ways of cooperating with the Tool Lending Library such as cosponsoring of programs and the development of special collections and indexes to facilitate the program.

The second service is the media collection, e.g. films, records and cassettes. While this service accounts for only 7% of the circulation by current library users, it appears to be of some interest to potential users. It is recommended that this service be highly promoted in the community in the coming months and that staff monitor any change in the use of films, records, and cassettes.

Another service area in which potential users indicated an interest was adult programming. In the past adult programming was popular at the Rice Street Branch, but the 1978 and 1979 cut back in staffing levels made it necessary to discontinue this service. It was felt that the programs would not be missed by the adults in the community since the Community Education program at Washington Jr. High School was expanding

its offerings to include this type of programming. Since this program is still viable, it is recommended that the Rice Street Branch cooperate with Community Education and other agencies offering programming for adults, in an effort to attract these potential library users as well as serving current library users. Possibilities for cooperation include cosponsoring of programs, publicizing adult community program offerings within the library, offering space and/or materials for programs, etc.

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SECTION I

DATA COLLECTION

Census Data

All census data comparisons reflect the 1970 Census Data for the Standard Metropolitan Statistical Area - Saint Paul.

Other data were provided by the City of Saint Paul Department of Planning and Economic Development and the Minnesota State Department of Health.

Transaction Film Sample

The data were collected by means of a systematic random sample of the transaction films for Rice Street Branch Library from January 2 - June 30, 1978.

Circulation during 1978 was 81,407 and a sample size of 500 was judged adequate for the purposes of this pilot study.

In-House Survey

The data were collected by means of a systematic random sample of the adult users (high school age and up) of the Rice Street Branch Library from January 29, 1979 - February 7, 1979.

The estimated registration population is 2,400. A sample size of 200 questionaires was gathered at intervals of every third adult user and was judged adequate for this pilot study.

Samples Completed -	200
Refused - - - -	12
Volunteered - - -	10
Not returned - - -	21
Returned too late to be counted - -	2

Telephone Survey

The data were collected by means of a systematic random sample of the households with telephone numbers in the designated service area of the Rice Street Branch Library (Census Tracts 304,305,308,312,313,314,326,327,328,329), from February 26 - April 2, 1979.

According to the City of Saint Paul Planning Department's 1975 estimates there were 12,379 households in the area. A total of 201 interviews were completed which was judged adequate for this pilot study.

A sample of 465 telephone numbers was randomly drawn from the Polk 1978 Saint Paul City Directory. Of these 465 numbers, 70 were found to be non-working. Of the remaining 395 households, 306 were eventually contacted; of these, 201 agreed to participate in the study. These 201 subjects represented 66% of the households contacted, 51% of the working numbers, and 43% of the original sample.

The introduction was structured to elicit the cooperation of the youngest man aged 21 or older or, alternately, the youngest woman aged 21 or older.

Survey limitations: The designers of this survey recognize the inherent limitations in a telephone survey: inability to get a complete listing of residents in a given area due to unlisted telephone numbers, out-of-service telephone numbers, disconnected telephone numbers, and residents who do not have telephone service. This method of sampling was used for this pilot study because of its ease of administration, relative inexpensiveness, and nominal time frame for gathering sufficient data.

SECTION II

DEMOGRAPHICS

	Transaction Film	In-House	Telephone	Census
Sex				
Male	26%	39%	43.4%	44.6%
Female	74%	61%	56.6%	55.4%
Age				
19-34		43.1%	37.1%	40.4%
35-64		45.9%	40.6%	42.4%
65+		11.1%	22.3%	17.2%
Mean		37.88	47	
Median		34.30	49.50	
SD		17.36	18.96	
Education				
High School or less		63%	63.8%	89.2%
College		27%	30.2%	10.8%
Beyond B.A.		10%	6.0%	
Occupation				
Homemaker		21%	18.4%	
Service + household		7%	4.1%	18.5%
Sales + clerical		11%	13.8%	26.4%
Craftsmen, etc.		8%	10.2%	13.7%
Laborers, Farm workers		4%	5.6%	5.4%
Professional		26%	25.5%	16.1%
Retired		19%	20.4%	
Student		2%	2%	
Income				
Less than $5,000		7.3%	20.5%	21.7%
$5,000 to 10,000		16.6%	21.6%	34.6%
$10,000 to 15,000		20.7%	21.6%	29.7%
$15,000 to 20,000		25.9%	18.8%	12.6%
$20,000 to 25,000		16.1%	9.1%	
Over $25,000		13.5%	8.5%	1.3%
		Between $10,000-15,000	Between $5,000-10,000	
Median		(3.560)	(2.868)	
SD		(1.697)	(1.538)	

	In-House	Telephone
Race		
American Indian	0.5%	1.0%
Black	0.5%	4.0%
Hispanic	1.0%	1.5%
Asian	.5%	.5%
White	94.0%	93.0%
No response	3.5%	

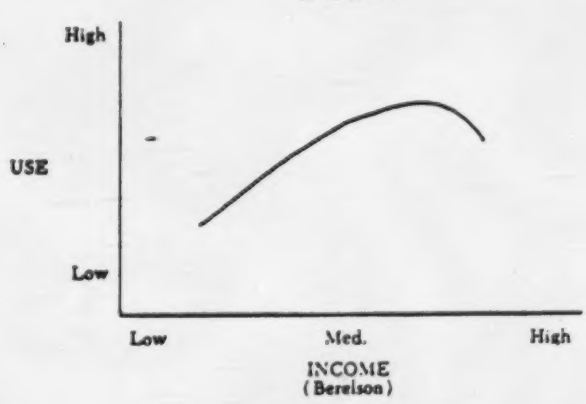
RESEARCH IN ACTION—
USER STUDIES+CENSUS DATA=A TOOL FOR DECISION-MAKING

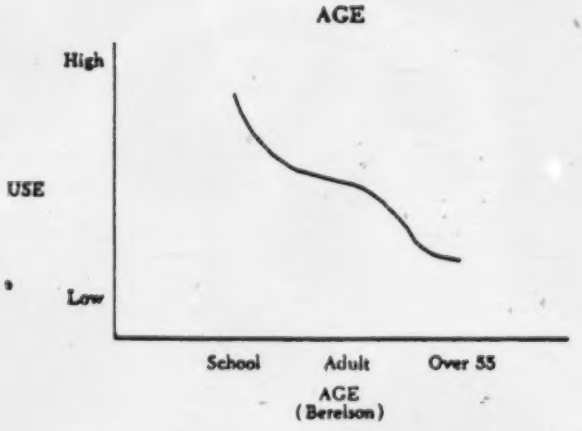
martha l. hale, associate director
community analysis research institute

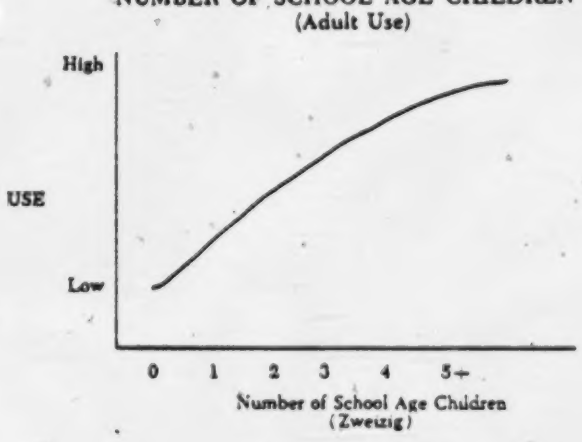
Surveys[1] over the years have revealed characteristics of the typical library user:

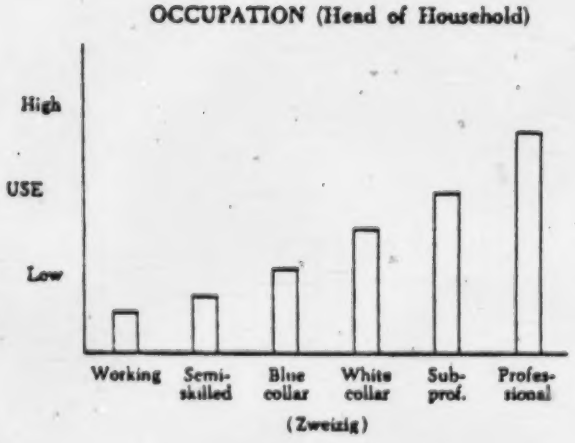
a relatively young
college educated
middle to upper income
white collar or professional person
with school age children
who lives close to the library.

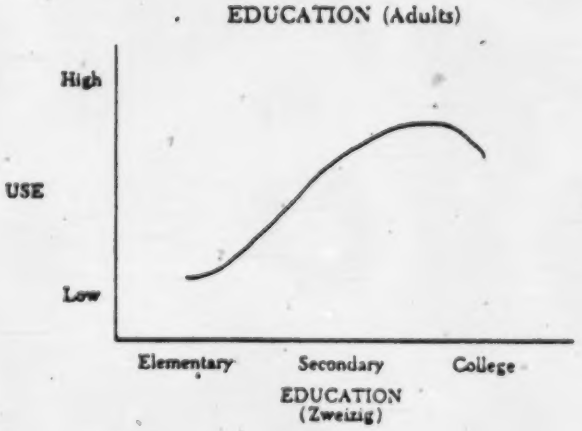
The very generalized graphs summarize some of the studies.



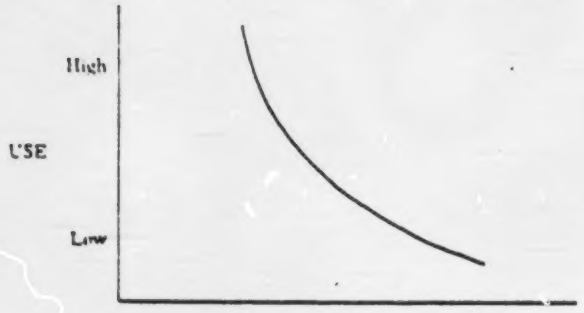








DISTANCE (Miles from Home to Library)



These interesting and informative surveys can be exploited more fully than they have been in planning for local services. They can be studied in connection with U.S. Census material[2] in order to begin a local community profile. Of course, this is 1978, and the latest census material is now dated. Census data must be used in conjunction with whatever updates are available from local planners, school officials, public service companies, realtors, etc.

If the census profile of the community strongly resembles the characteristics of the typical library user, it is likely that the local public library will be used by more than the national average of 25-35% of the service area population. On the other hand, if the community is characterized by an annual income level of $8,000-10,000, an educational level of elementary to high school, and a preponderence of blue collar occupations, its local public library must be applauded for excellence for reaching the national average. Investigating salient characteristics for each census tract or county subdivision in a community can provide insights into use and nonuse by different areas.

Furthermore, community profiles plus sound professional judgment can be the basis for management decisions which heretofore may have rested on intuition. For example, ask what the median education level in the community is. Nationally, it is 12.4 years.[3] If you find it to be 9.2 years, expect below average use. It is also likely that close to half of the adults 25 years and older in the area have not completed the eighth grade. How many adult books or magazines in the library can these people read? What adult education opportunities exist in the community? Is there a need for general basic education classes? Does the library offer a less threatening location than a school to people who have had an unsuccessful educational experience? Can the library better serve by purchasing special materials and disseminating publicity about the existing programs, or is that a cop out? The decisions must be made locally, for each branch, census tract or neighborhood served by the library.

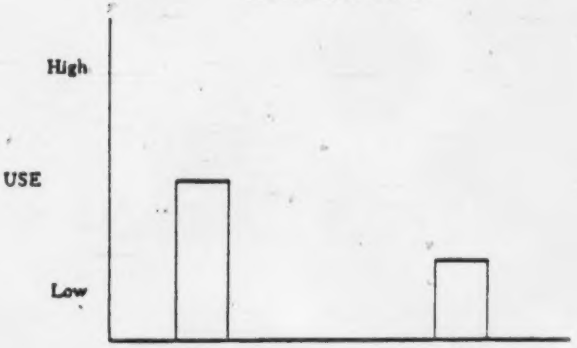
Consider another example. Suppose that census data reveal that 3.3% of the population of a town of 16,000 are 3-4 years old. Additionally, suppose it is discovered that there have been sixteen pre-school programs operating in the town and all of them have had steady enrollments of 20-40. Simple arithmetic provides evidence to reject a trustee's well-meaning suggestion that the library should provide morning pre-school story hours.

Note that two demographic characteristics which are often reported in user studies are being widely rethought by researchers. The demographic characteristics being analyzed anew are sex and race as predictors of library use.

SEX

SEX
(Berelson)

RACIAL/ETHNIC



(D'Elia)

Experience with over three-hundred public librarians during community analysis institutes has led the officials of the Community Analysis Research Institute to conclude that variations in use are less likely to be related to sex than to the operation of the library system itself.[4] What proportion of the library's hours of service are convenient for most men in the community? How customized are the collections to men's interests? Similarly, evidence is quickly accumulating that the racial/ethnic differences in library use patterns are in fact a mask for the more significant variables of education and income: well-educated and affluent non-whites are library users, just as often as their white counterparts.

In summary, what we know from general user studies can be compared with local community characteristics to predict local use. This comparison should be supplemented by other systematic data collection about the community and contrasted to an analysis of who is using the library as shown in registration files and current circulation records.[5] User studies + census data = a decision making tool.

FOOTNOTES

[1] For example:
Berelson, Bernard and Lester Asheim. *The Library's Public*. New York. Columbia University Press, 1949.
Bundy, Mary Lee. *Metropolitan Public Library Users*. University of Maryland, 1968.
D'Elia, George. Unpublished report given at AALS, January, 1978, on research done for USOE sponsored "Senior Faculty Library Research Institute."
The Gallup Organization. *The Role of Libraries in America*. Kentucky Department of Libraries and Archives, 1976.
Zweizig, Douglas L. *Predicting Library Use: An Empirical Study of the Role of the Public Library in the Life of the Adult Public*. Doctoral Dissertation, Syracuse University, 1972.

[2] Greer, Roger C. *Community Census Data for Library Planning*. Denver, Community Analysis Research Institute, 1977.

[3] *Statistical Abstracts of the United States*. Table 217. Dept. of Commerce, Bureau of the Census, 1977, p. 136.

[4] Additional support for this theory comes from a recent study done in Columbus, Ohio. Sager, Donald. *An Analysis of the Public Library of Columbus and Franklin County User Survey*. Unpublished.

[5] Summary is from the Greer method of community analysis as taught during recent institutes offered by the Community Analysis Research Institute, Graduate School of Librarianship, University of Denver.

PUBLIC LIBRARIES
NOT SO NEW PUBLICATION

nancy doyle bolt

When the PLA *ad hoc* Committee on Publications was choosing a new name for the official publication of the Public Library Association, *Public Libraries* had a nice ring to it. Little did they know they were repeating history as well as, hopefully, making it.

From January, 1947 to December, 1956 the Public Library Division of the American Library Association published a journal, complete with advertising, called *Public Libraries*. A sampling from three years shows that library times really haven't changed at all.

I looked at issues from 1952, 1953, and 1956. The first thing that struck me was that PLA seems to have been the forerunner of activities that went on to other divisions. For example, PLA had sections on Adult Education, Reference, and Trustees. There were committees on Architecture and Business and Technology. There was also a Library Extension Section and a Branch Librarians Committee. The Armed Forces Librarians Section was around then and is still active in PLA today. In creating new PLA sections and Committees in 1977, the Board reestablished priorities 25 years old.

The issues were also the same. Support for federal legislation and the establishment of a Coordinating Committee for the Library Services Act, the beginning legislation for what was to become LSCA. An entire issue (June, 1952) was devoted to Adult Education and Malcolm Knowles, still an active adult educator, wrote one of the articles. Traditional patterns of service with us today were with us then — book talks, readers advisory, candidate nights, public affairs, and discussion groups. However, the American Heritage discussion group in Hinds County Library, Raymond, Mississippi had a twist that thankfully is absent today — separate discussion groups for whites and "Negroes". And the Ford Foundation had just granted $24,700 for a "survey of adult education activities in public libraries." Another article dealt with the new audio-visual technology and advocated the use of tape recorders in programming and service. Another issue dealt centrally with interlibrary cooperation and included a detailed bibliography.

The saddest issue was that of December, 1956, which discussed the recent reorganization of ALA into type of library and type of activity discussions, a move that stripped PLA of several committees and sections. The Library Extension Section left PLD for an "undesignated status within the new organization of ALA." The Reference Section became the Library Reference Services Division and the Adult Education Section became the Adult Education Division. All three section columns carried the editor's note: "We regret this is the last time this column will appear in *Public Libraries*."

In fact, the effect upon PLD was so profound the Board at Midwinter, 1956, was to consider combining *Public Libraries* with *ALA Bulletin*.

How fascinating it would be to write or read a history of PLA! Certainly feelings must have been intense over the radical transformation of the Division. Two thoughts come to mind. Structurally, PLA is only now returning to its position of strength 25 years ago. Today's new committees and sections will hopefully infuse new people and ideas into PLA. Secondly, the issues are still the same, 25 years later. Adult education, legislation, cooperation, candidates nights, new technology. Will we ever come to terms with them?

NEW PLA COMMITTEE APPOINTMENTS

Ron Dubberly, incoming President of PLA, is getting ready for his presidency and a new year at PLA. He writes: "The Association's work is accomplished by its Committees. If you are interested in serving on a PLA Committee, or if you want to recommend someone for Committee Service, please advise me or the PLA Executive Secretary at ALA Headquarters. Due to the two year term of PLA presidents, I will be making Committee appointments in 1978 and 1979." Write Ron at Seattle Public Library, 1000 Fourth Avenue, Seattle, WA 98104.

TABLE 3.1
BOUNDARIES, RICE STREET BRANCH LIBRARY SERVICE AREA

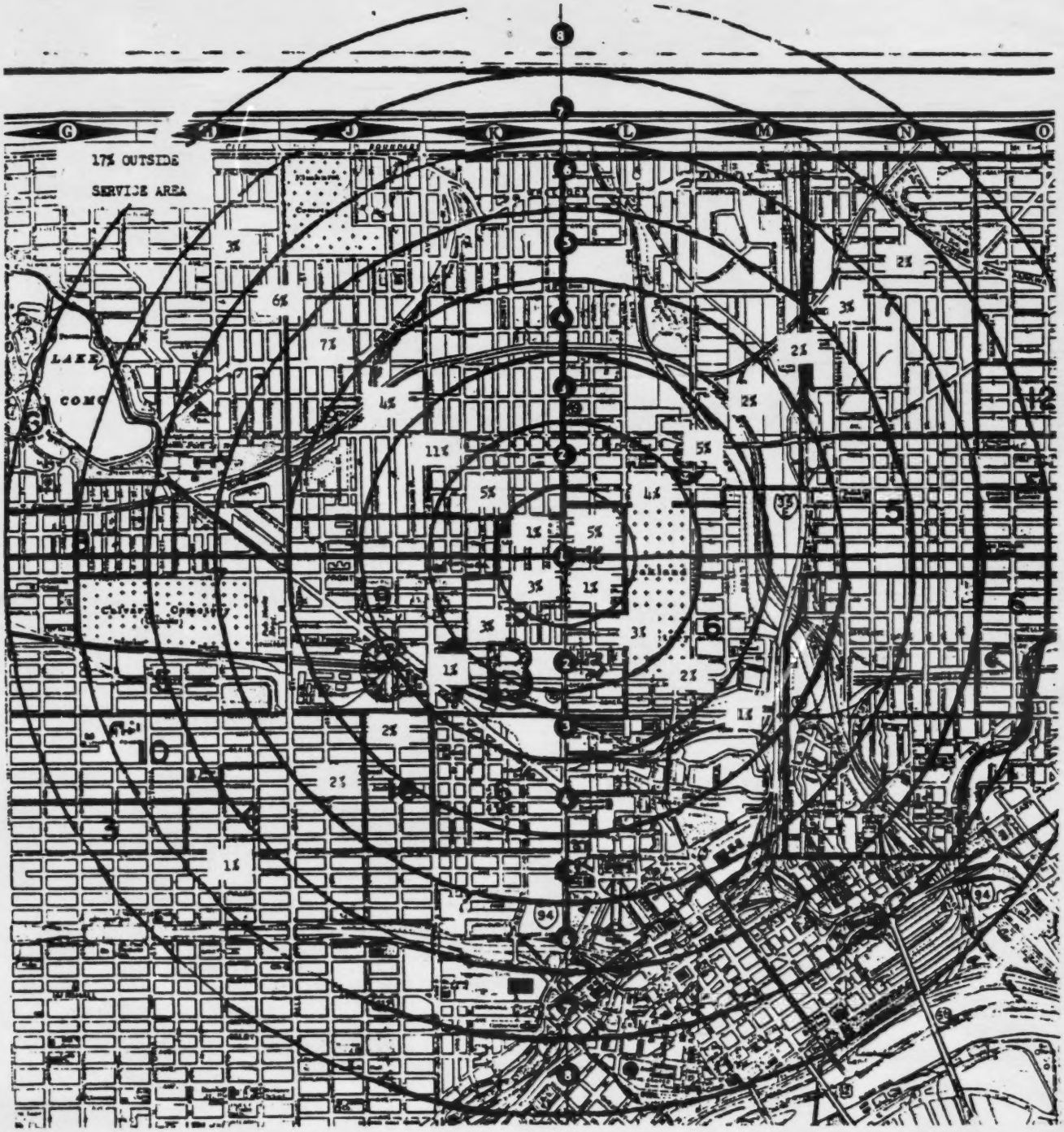
CITIZEN PARTICIPATION DISTRICTS

CITIZEN PARTICIPATION PLANNING DISTRICTS

1. BATTLE-CREEK
2. GREATER EAST SIDE
3. WEST SIDE
4. DAYTON'S BLUFF
5. PAYNE-PHALEN
6. NORTH END
7. THOMAS-DALE
8. SUMMIT-UNIVERSITY
9. WEST SEVENTH
10. COMO
11. HAMLINE-MIDWAY
12. ST. ANTHONY
13. MERRIAM PK.-LEXINGTON HAMLINE
14. GROVELAND-MACALESTER
15. HIGHLAND
16. SUMMIT HILL
17. DOWNTOWN

TABLE 3.2

Transaction Film: Breakdown of users' addresses in Rice Street Branch Library's service area by quadrant/concentric circles.



CIRCULATION ANALYSIS: Systematic Random Sample
Transaction Film, January - June 1978
(Reported in Percentages)

TABLE 3.3

	Adult Circulation N=1,988	Collection Holdings N=17,332	1978 Additions to Collection N=2,427
Fiction	41%	26%	21%
Non-Fiction	30%	58%	42%
Paperback	29%	16%	37%

TABLE 3.4

	Juvenile Circulation N=1,067	Juvenile Collection Holdings N=10,606	1978 Additions to Juvenile Collection N=1,149
j Fiction	12%	16%	10%
j Non-Fiction	(26% NF) (74% E's) 63%	69%	46%
j Paperback	25%	15%	44%

TABLE 3.5

CHI SQUARE: FREQUENCY DISTRIBUTION OF JUVENILE NON-FICTION CIRCULATION AND FREQUENCY DISTRIBUTION OF ADDITIONS TO JUVENILE NON-FICTION COLLECTION (Transaction Film)

	j NF Circulation	j NF Additions	
j E's	358 495	284 148	643
Other j NF	310 174	247 384	558
	669	532	1201

$N = 1201 \quad \alpha = .05$

$df = 1$

$R : \chi^2 \geq 3.841$

$253.21 > 3.841$ Reject H_o

TABLE 4.1

Multiple Regression: Satisfaction with User Evaluations (In-House Survey, N=152)

	R	R^2	r
Physical Facilities	.44	.19	.44
Convenient Hours	.51	.26	.38
Book Collection	.55	.30	.38
Easy to use	.57	.33	.41
Staff	.57	.33	.23

TABLE 4.2

Multiple Regression: Use of other libraries (In-House Survey, N=107)

	R	R^2	r
Evaluation of book collection	.17	.03	.17
Physical facilities	.18	.03	.14
Convenience of hours	.20	.04	.00
Evaluation of media collection	.20	.04	.10
Evaluation of staff	.20	.04	.00
Ease of use	Not significant enough to be included.		

TABLE 4.3

Multiple Regression: Grade with User Evaluations (In-House Survey, N=152)

	R	R^2	r
Book collection	.52	.27	.52
Physical Facilities	.60	.36	.51
Staff	.62	.38	.35
Easy to use	.62	.39	.39
Convenient Hours	.62	.39	.18

TABLE 4.4

LIBRARY USER'S PREFERENCES
for
READING MATERIALS

	In-House Survey	Telephone Survey
Fiction	41%	32%
History/Biography/Travel	16%	17%
Useful Arts	10%	18%
Fine Arts	7%	5%
Social Sciences	4%	3%
Philosophy/Psychology/ Religion	3%	5%
Pure Sciences	2%	4%
Literature	3%	2%
PKB/Magazines/Newspapers	2%	4%
Other (items that could have fallen into several categories, i.e. reference books, manuals, etc.)	12%	14%

TABLE 4.5

LIBRARY USER'S READING PREFERENCES
In-House Survey & Telephone Survey
(Reported in Percentages)

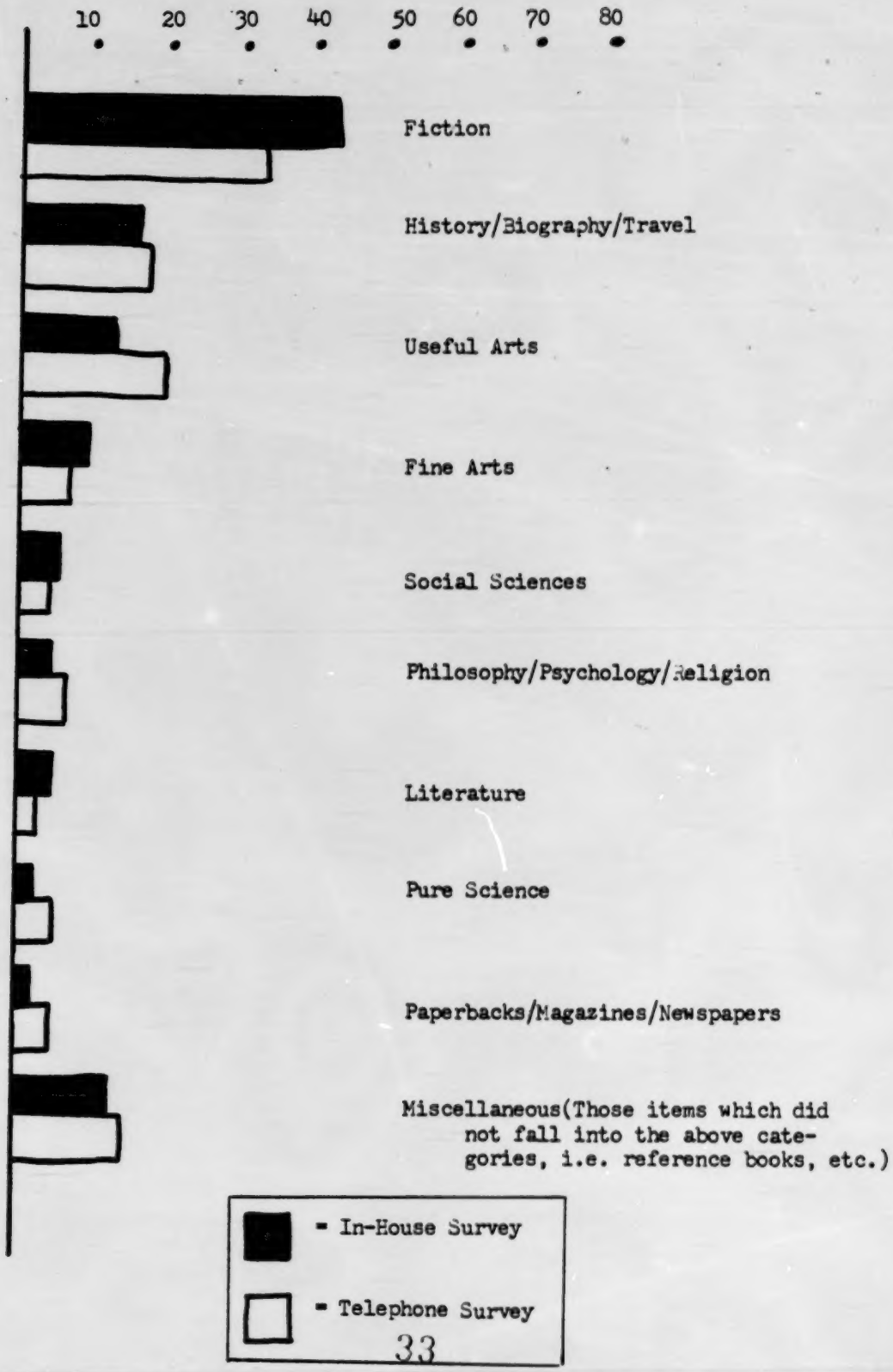


TABLE 4.6

IN-HOUSE SURVEY: Use of other libraries by Rice Street Branch Library Users

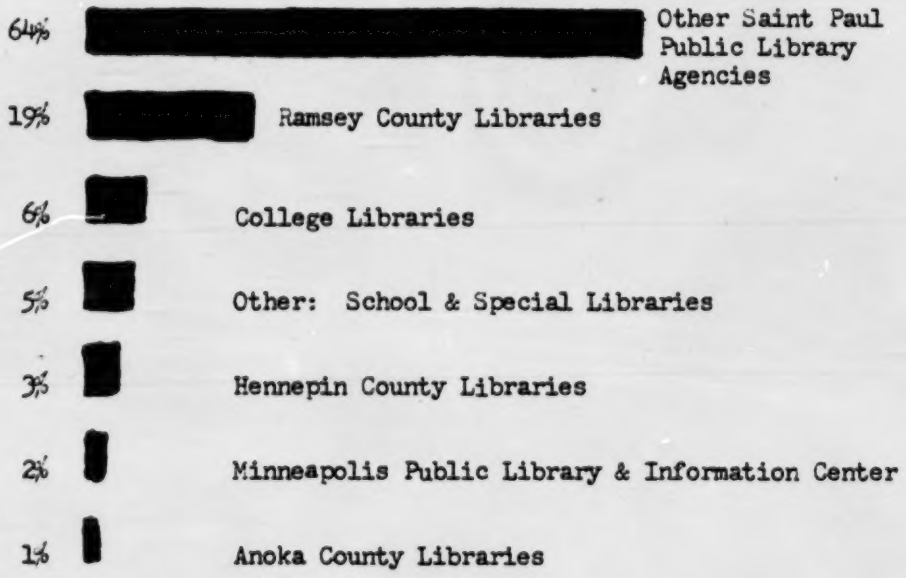


TABLE 4.7

Varimax Factor Loading Matrix for Library Activities Scores or "Use" (In-House Survey, N=177)

	FACTOR I	FACTOR II	h^2
Average Circulation	.55	.01	.30
Time	-.15	.34	.14
Importance	.49	-.10	.25
Self-Description	.77	-.04	.60
Frequency	.42	.16	.20
Services used	.40	.73	.70
Contribution of factor	1.56	.62	2.19
Percent total variation	.26	.10	.36
Percent common variation	.72	.28	1.00

TABLE 4.8

In-House Survey
Comparison of Male and Female Library Users
t-Tests using 2 Independent Samples

In general, how important to you are your visits to the Rice Street Branch Library? (Scale: 1=Not very important; 2=Slightly important; 3=Important; 4=Very important; 5=Extremely important)

	Number of Cases	Mean	SD	t-Value	α
Males	75	3.16	.89	- 2.39	(.02)
Females	116	3.47	.89		

In your opinion, how good is the book collection of the Rice Street Branch Library? (Scale: 1=Bad; 2=OK; 3=Good; 4=Very good; 5=Extremely good)

	Number of Cases	Mean	SD	t-Value	α
Males	71	2.97	.91	-2.33	(.02)
Females	115	3.30	.97		

In your opinion, how good are the record, film and cassette collections at the Rice Street Branch Library? (Scale: 1=Bad; 2=OK; 3=Good; 4=Very Good; 5=Extremely good; 6=Does not know, not familiar with)

	Number of Cases	Mean	SD	t-Value	α
Males	49	2.51	.85	-2.14	(.034)
Females	77	2.84	.86		

In your opinion, how helpful is the staff of the Rice Street Branch Library? (Scale: 1=Not helpful; 2=Slightly helpful; 3=Helpful; 4=Very helpful; 5=Extremely helpful)

	Number of Cases	Mean	SD	t-Value	α
Males	79	4.25	.69	-2.97	(.003)
Females	123	4.52	.58		

If you would grade the Rice Street Branch Library in terms of the quality of its service, what grade would you give it? (Scale: 1=F; 2=D-; 3=D; 4=D+; 5=C-; 6=C; 7=C+; 8=B-; 9=B; 10=B+; 11=A-; 12=A; 13=A+)

	Number of Cases	Mean	SD	t-Value	α
Males	72	10.63	1.98	-2.05	(.041)
Females	115	11.19	1.74		

Which of the following statements do you think best describes you as a library user? (Scale: 1=Infrequent user; 2=Light user; 3=Average user; 4=Heavy user; 5=Very heavy user)

	Number of Cases	Mean	SD	t-Value	α
Males	79	2.92	.86	-3.49	(.001)
Females	117	3.38	.94		

In your opinion, how convenient are the library's current hours? (Scale: 1=Very inconvenient; 2=Inconvenient; 3=Convenient; 4=Very convenient; 5=Extremely convenient)

	Number of Cases	Mean	SD	t-Value	α
Males	77	3.13	.77	1.25	(.43)
Females	115	3.03	.86		

Which of the following statements do you think best describes how often you use the library? (Scale: 1=Less than once a month; 2=Once a month; 3=Two or three times a month; 4=Once a week; 5=Two or three times a week)

	Number of Cases	Mean	SD	t-Value	α
Males	79	2.87	.99	.32	(.75)
Females	117	2.83	.91		

Are there any other libraries that you use (number of)?

	Number of Cases	Mean	SD	t-Value	α
Males	80	1.01	.83	.49	(.62)
Females	124	.93	1.37		

In your opinion, how comfortable and pleasant are the physical facilities of the Rice Street Branch Library? (Scale: 1=Not so comfortable; 2=Slightly comfortable; 3=Comfortable; 4=Very comfortable; 5=Extremely comfortable)

	Number of Cases	Mean	SD	t-Value	α
Males	78	3.45	.80	-1.47	(.14)
Females	123	3.62	.80		

In your opinion, how easy is it for you to find what you are looking for in the Rice Street Branch Library? (Scale: 1=Difficult; 2=Not so easy; 3=Easy; 4=Very easy; 5=Extremely easy)

	Number of Cases	Mean	SD	t-Value	α
Males	78	3.60	.78	- .45	(.66)
Females	120	3.66	.91		

Taking all things into consideration, how satisfied are you with the Rice Street Branch Library? (1=Very dissatisfied; 2=Dissatisfied; 3=Slightly satisfied; 4=Satisfied; 5=Very satisfied; 6=Extremely satisfied)

	Number of Cases	Mean	SD	t-Value	α
Males	77	4.36	.97	- .74	(.41)
Females	116	4.48	1.17		

TABLE 5.1 SECTION V

Multiple Regression Analysis of Predictor Variables with Nonuse-use of the Public Library. (Telephone Survey, N=129, Step-wise Inclusion)

	R	R^2	r
Social (cultural) activities	.33	.11	.33
Adult education activities	.38	.14	.31
Recency of last book read	.40	.16	.28
Community Activities	.41	.17	.21
Sex (female)	.42	.17	.03
Education	.42	.17	.12

TABLE 5.2

TELEPHONE SURVEY

t-Test using 2 Independent Samples
Group I = Rice Street Users
Group II = Central Users

When you go to the library, how much time do you usually spend there (in minutes)?

	Number of Cases	Mean	SD	t-Value	α
Group I	40	33.45	25.89	-3.53	(.001)
Group II	21	59.95	31.27		

How good is the book collection of this library? (Scale: 1=Bad; 2=OK; 3=Good; 4=Very good; 5=Extremely good)

	Number of Cases	Mean	SD	t-Value	α
Group I	36	3.06	.83	-4.14	(.000)
Group II	21	4.00	.84		

How comfortable and pleasant are the physical facilities at this library? (Scale: 1=Not so comfortable; 2=Slightly comfortable; 3=Comfortable; 4=Very comfortable; 5=Extremely comfortable)

	Number of Cases	Mean	SD	t-Value	α
Group I	35	2.89	.80	-2.26	(.028)
Group II	23	3.39	.89		

What grade would you give to this library? (Scale: 1=F; 2=D-; 3=D; 4=D+; 5=C-; 6=C; 7=C+; 8=B-; 9=B; 10=B+; 11=A-; 12=A;13=A+)

	Number of Case	Mean	SD	t-Value	α
Group I	38	9.32	2.02	-2.23	(.03)
Group II	25	10.44	1.87		

TABLE 5.3

TELEPHONE SURVEY

t-Tests using 2 Independent Samples
Group I = Rice Street Users
Group II = Other Library Users

When you come to this library, about how much time do you spend here (in minutes)?

	Number of Cases	Mean	SD	t-Value	α
Group I	40	33.45	25.89	-2.68	(.009)
Group II	50	49.14	28.96		

How good is the book collection of this library? (Scale: 1=Bad; 2=OK; 3=Good; 4=Very good; 5=Extremely good)

	Number of Cases	Mean	SD	t-Value	α
Group I	36	3.06	.83	-3.43	(.001)
Group II	52	3.67	.83		

How comfortable and pleasant are the physical facilities at this library? (Scale: 1=Not so comfortable; 2=Slightly comfortable; 3=Comfortable; 4=Very comfortable; 5=Extremely comfortable)

	Number of Cases	Mean	SD	t-Value	α
Group I	35	2.89	.80	-2.73	(.008)
Group II	54	3.37	.83		

What statement best describes you as a library user (heavy, average)? (Scale: 1=infrequent user; 2=Light user; 3=Average user; 4=Heavy user; 5=Very heavy user)

	Number of Cases	Mean	SD	t-Value	α
Group I	39	2.38	.99	-2.19	(.031)
Group II	57	2.82	.95		

What grade would you give to this library? (Scale: 1=F; 2=D-; 3=D; 4=D+; 5=C-; 6=C; 7=C+; 8=B-; 9=B; 10=B+; 11=A-; 12=A; 13=A+)

	Number of Cases	Mean	SD	t-Value	α
Group I	38	9.32	2.02	-2.10	(.038)
Group II	55	10.20	1.98		

TABLE 5.4

TELEPHONE SURVEY

t-Tests using 2 Independent Samples

Now I'd like to give you a number of reasons why other people have said they don't use the library and see if you agree with them. (Scale: 1=Strongly disagree with this; 2=Disagree; 3=Agree; 4=Strongly agree) Group I = Non-User, Group II = Potential User

"There's too much red tape involved in using the library"

	Number of Cases	Mean	SD	t-Value	α
Group I	37	2.14	.54	2.06	(.04)
Group II	44	1.86	.63		

"It's too difficult for me to get to the library."

	Number of Cases	Mean	SD	t-Value	α
Group I	46	2.63	.80	4.69	(.000)
Group II	46	1.93	.61		

"The library just never seems to have the books I want."

	Number of Cases	Mean	SD	t-Value	α
Group 1	34	2.18	.52	2.65	(.01)
Group II	41	1.85	.53		

"The library doesn't offer any services that I need."

	Number of Cases	Mean	SD	t-Value	α
Group I	39	2.26	.50	2.45	(.02)
Group II	41	1.98	.52		

Now I want to mention some of the newer services which some libraries are providing. (Scale: 1=Not at all interested; 2=Slightly interested; 3=Very interested; 4=Extremely interested)

Would you say you would be extremely interested, very interested, slightly interested, or not interested at all, in . . .

A computer which you can use to search for information on books you want.

	Number of Cases	Mean	SD	t-Value	α
Group I	48	1.63	.82	-2.90	(.005)
Group II	46	2.15	.94		

Films, records, tapes for loan.

	Number of Cases	Mean	SD	t-Value	α
Group I	52	1.56	.80	-3.43	(.001)
Group II	46	2.17	.97		

A collection of tools that can be borrowed.

	Number of Cases	Mean	SD	t-Value	α
Group I	51	1.49	.90	-2.25	(.03)
Group II	46	1.93	1.04		

A program of special interest to you.

	Number of Cases	Mean	SD	t-Value	α
Group I	51	1.63	.87	-3.53	(.001)
Group II	43	2.26	.85		

TABLE 5.5

Crosstabulation of Social Activities by User
(Telephone Survey)

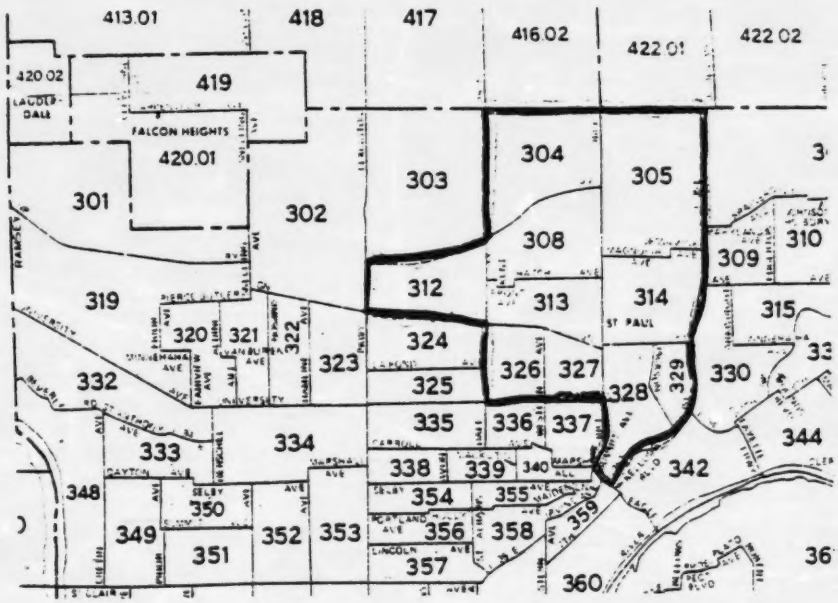
Count
Row Pct
Col Pct
Tot Pct

Social Activities		Non-User	User	Row Total
	0	21	6	27
		77.8	22.2	13.6
		21.2	6.0	
		10.6	3.0	
	1	13	9	22
		59.1	40.9	11.1
		13.1	9.0	
		6.5	4.5	
	2	19	6	25
		76.0	24.0	12.6
		19.2	6.0	
		9.5	3.0	
	3	17	13	30
		56.7	43.3	15.1
		17.2	13.0	
		8.5	6.5	
	4	13	17	30
		43.3	56.7	15.1
		13.1	17.0	
		6.5	8.5	
	5	9	21	30
		30.0	70.0	15.1
		9.1	21.0	
		4.5	10.6	
	6	3	18	21
		14.3	85.7	10.6
		3.0	18.0	
		1.5	9.0	
	7	2	7	9
		22.2	77.8	4.5
		2.0	7.0	
		1.0	3.5	
	Column Total	99	100	199
		49.7	50.3	100.0

TABLE 5.6

"Which library do you regularly use?"
(Telephone Survey*, N=98) Reported in percentages.

Rice Street Branch Library	41%
Central Library	27%
Lexington Branch Library	12%
Hamline Branch Library	2%
Other St. Paul Public Library Agencies	4%
Ramsey County Libraries	10%
Other MELSA Libraries	4%



*Telephone Survey of Rice Street Branch Library Service Area:
Census Tracts 304, 305, 308, 312, 313, 314, 326, 327, 328, 329

NORTH END "DRIVEAROUND"

Before the Rice Street staff began work on their particular projects for the Community Analysis, Larry Mazzitello of Capitol Community Services took the entire staff, in his large van, for a "drivearound" the North End community. The hour was a revelation to us all. We drove the boundaries of the district--north, south, east, and west and crisscrossed streets through the middle. We learned that the North End encompasses a wide socio-economic range, from housing in need of rehabilitation to new homes; from public housing, duplexes and apartment dwellings to private homes on spacious lots. Larry explained how the natural and man-made barriers such as Wheelock ridge, the I-35 freeway, the railroads, University Avenue, etc. created small natural neighborhoods within the larger neighborhood. We saw the main churches of the district. We saw the playgrounds, schools, and community service organizations which serve the people of the North End. We looked at the industrial areas and the commercial strip along Rice Street. Small parks dot the area, creating neighborly pockets within the district.

The staff returned to the library much more aware of the neighborhood we serve and eager to begin the community analysis project with the goal of serving it better in the future.

HISTORY

The North End Community, as we understand it for purposes of this study, is that area of St. Paul bounded on the North by Larpenteur, on the South by University Avenue, on the East by Mississippi Street and the Freeway, and on the West by Dale Street. Very little information has been compiled on the history of how the neighborhood and commercial areas developed. However, even to the untrained eye, one of the most strikingly apparent things about this community is that it is both very new and very old. The area south of Front Avenue was settled in the period from 1880-1900 by northern European immigrants, primarily of German-Austrian extraction, who came to this area primarily to work in the railroad yards. To these people the North End owes its beginnings. Homes and churches were built adjacent to the railroad shops and other industries which were developing. Soon after this, trolley lines came into existence. Rice Street developed as a commercial strip along the trolley lines. In the early 1900's for various reasons, principally economic, the neighborhood growth slowed down considerably. In fact, much of the area north of Maryland Avenue remained vacant and mainly unsettled until the late 1940's.

Of course, the most important element that molded the North End was its early settlers. Primarily, three groups have made the North End their home, establishing their churches and imprinting their culture on the community.

The German-Austrian immigrants brought with them both Protestant and Catholic legacies and account for approximately 40-50% of the total population. One of the oldest churches established in the area is Zion Lutheran located at Sycamore and Jackson. The church was established in 1863 and the present church was built in 1889. The largest church in the area, St. Bernard's Catholic Church, located on the corner of Albemarle and Geranium, was founded in April, 1890. It was an outgrowth of the Church of the Assumption which was

established to minister to German speaking immigrants in St. Paul. In the first fifty years of its existence, this vital parish recorded the baptism of 6,943 children and the marriage of 2,059 couples. The buildings consist of church, rectory, convent, grade school, high school and a large recreation facility, all attesting to its impact on the community.

Next to the German-Austrian element, those of Swedish ancestry are most numerous, amounting to approximately 10% of the population. The principal Church identified with this ethnic group has been North Immanuel Lutheran located at the corner of Matilda and Hatch. The church dates back to 1885 and one of its pastors was Reverend M. Levander, father of the former Minnesota governor, Harold Levander. The Swedish language was used in worship services at North Immanuel until 1933. The congregation remains active in the area, as indicated by the fine new church and parish education building dedicated in 1961.

The third ethnic group to call the North End home are the Romanians, who arrived relatively late -- 1910-- making up 1% of the foreign born population of the area. The Romanian Church, St. Mary's Romanian Orthodox at 854 Woodbridge, was built in 1914. Later, a rectory and a recreation-education hall was added, The Romanian Social Club meets there and the cultural legacy of this ethnic group continues to be nurtured.

Other ethnic groups besides the three previously named, as well as commercial institutions, labor unions, public schools, recreation centers and fraternal organizations have all made their varying contribution to the life of the community. In the past there was a degree of insularity in the residents of the North End, for many persons were born, grew up, lived and died within its boundaries. In recent years, however, more public awareness of the problems and potential of the neighborhood has developed, which augers well for future progress.

RECREATION AND ENTERTAINMENT IN THE NORTH END

Many of the people who live in the North End are family oriented. This may account for the fact that a good deal of the recreational opportunities provided here are geared at youth.

There are teams for all of the major sports (baseball, softball, basketball, football, and hockey) with every age from five to twenty-five represented. Leagues are set up by the V.F.W., the American Legion (baseball for older boys), the Municipal Athletics Division of the St. Paul Dept. of Parks & Recreation (boys and girls of all ages in many sports; also business sponsored teams for men and women), individual playgrounds (district and intramural teams for children), the Don Bosco Conference (Catholic schools who opt to play in this league rather than the city leagues), a Catholic grade school conference in some sports, and the St. Paul Conference (high school boys and girls athletics - mainly public schools). Golden Gloves Boxing matches are held at the gym at Washington. The main event here is an annual Howie Skillings Memorial Match.

Adults in the North End mainly spend their leisure time camping, fishing, hunting, or boating, as a good number of them have access to a lake cabin. Much of the employment here is in the trades, labor, and small business realm, and these people are showing a stronger interest in traveling than ever before. The American Legion sponsors broomball and softball teams for young adults, and there are some business (mostly bar) sponsored teams in these sports in the Senior Leagues organized by Municipal Athletics. There is just one city golf course close by, and that is at Como Park. We also have three bowling alleys - St. Bernard's, Stahl House, and Minnehaha Lanes, - but bowling is not quite as popular here as it is in other parts of the city. Adults also donate their free time to coaching children's teams and leading other youth groups.

Youth activity groups, such as scouting, 4H, Campfire Girls, and the like, are well represented on the North End. Nearly all the grade schools and churches have groups that meet there, and some meet in the leaders' homes. As is to be expected, interest in this type of activity falls off as the children get older. For example, there are fifteen Brownie troops, but only nine Junior Girl Scout troops. The 4H has three groups-McDonough Housing, Mt. Airy Housing, and Thomas-Dale. An interesting group called "Super Me, Super You" has just started meeting at McDonough Housing. The intent of the leader is to combine group activities with counseling. Tad Lydell, at Mt. Airy Housing, also leads a children's activities program there. Various craft classes are offered at the city playgrounds for both children and adults. Of course, beer can collecting attracts a large following. Some neighborhood children have formed a club for this activity.

Gardening is by far the favorite pastime of adults here, with needlework and crafts, calligraphy, and woodworking also quite popular. Many classes for adults are taught at Como High School (Adult Education), Washington Junior High School (Community Education), and at the public housing areas, McDonough and Mt. Airy. Senior citizens meet socially in churches, private homes, and community centers. There are nine existing private clubs, and the nine nursing homes and hi-rises in this area plan activities for their residents such as outings, dart games, card parties, lectures, and films.

The nine city recreation centers on the North End are Cayuga, Front, McDonough, North Dale, Orchard, Rice and Lawson, Scheffer, Sylvan, and Valley. All centers are equipped with ice rinks (hockey and general skating), ball fields, and playground equipment, and most have gyms and tennis courts. The centers are a bit short on staff, but still offer a wide variety of activities, mainly for those four to eighteen years of age. Two centers, Rice & Lawson and Front, have morning programs for senior citizens, and Scheffer serves meals to seniors daily. All centers are open to the public from 3:00 to 10:00 PM weekdays, and some hours on weekends for skating. Four

of the centers (Cayuga, Front, Orchard, Sylvan) have small but active booster clubs. North Dale has a very large booster club, and the others have none. Other fields and playgrounds not affiliated with the St. Paul Dept. of Parks and Recreation on the North End include the Fritz Clark fields and Stinson Park.

Marydale Park (22.9 acres) and Como Park (451.24 acres) offer many recreational opportunities, winter and summer, to the North End populace. Attractions at Marydale include a small lake, picnic area, and a bicycle path. Como Park, which is a much larger park, has facilities for boating, golf, skating, skiing, tennis, bicycling, and picnicking. Also, there are ball fields, an amusement park, a bandshell and pavillion, conservatory, pool, and zoo located on those grounds.

There are nine sporting goods stores here which sell bait, gear, clothing, or all of those things. Of the two music stores in the area, Trestman Music handles instruments and some sheet music, and Torp's sells instruments and gives lessons. Musicals, plays, and concerts in the North End are mostly the responsibility of the high school music and drama departments. Shows put on by St. Bernard's, St. Agnes, and Washington high schools are generally well attended. Como Park hosts some fine summer entertainment including light opera, hymn sings, and orchestral concerts. Since there are no movie theaters in this part of town, North Enders must go downtown or to Roseville for a movie.

Fraternal organizations here include three American Legion posts, one V.F.W., one Eagles Aerie, and the North End Improvement Club. Dances, bingo, dinners, and hall rentals are provided by these agencies. St. Bernard's also has a hall for rent.

Churches, neighborhood centers, and schools all have fundraisers which often feature entertaining events such as carnivals. But the big event of the year is the annual Rice Street Festival. This event is a coordination of effort between the North End businesses, service agencies, schools, etc., that occurs each summer, usually late in July. Activities include a parade, coronation, raffle, sidewalk sale, games, tournaments, and playground mini-festivals.

Temperature variation from season to season is quite wide. It ranges from very warm and humid in summer to very cold in winter. In general, there is a tendency to extremes in all climactic features. Storm patterns beginning in the Western U.S. tend to migrate toward the Twin Cities and are usually followed by colder solar air masses from the North. Severe hail storms within the city are not numerous. There is an average of 37 days from March through October of thunderstorm activity. Often these thunderstorms move in after a long, dry, hot spell, during which air conditioning is a near must. Much physical activity is postponed until cooler temperatures arrive.

Throughout the winter months, November through April, though actual freezing rain is not common, humidity is high and sunshine is at a minimum. However, there is an average of twelve days of actual snowstorms of 1/2" or more. These storms usually take one to three days for a return to normal mobility. During this time, the plows are often called out and parking places are at a premium. When snow accumulates, most travel by foot, automobile or public transportation is somewhat hazardous.

There are many physical land divisions in the North End. The railroads crisscross the North End forming one large central pocket. The Rice Street Branch Library is near the center of that pocket. There is not an abundance of bridged traffic crossings. In many areas crossing is not possible without bridging because most of these routes are multiple, mainroad trackings.

The ridge which Wheelock Parkway follows is a big natural barrier. This is about a 65 foot rise with only one street crossing it. It is hard to walk or drive up or down, especially in foul weather conditions. This ridge, also, divides the North End somewhat into lower (old) town and upper (new) town.

There are three large cemeteries in the area: Oakland, Calvary and Elmhurst. These are all fenced, averaging about twenty blocks. Oakland, in particular, serves as an obstruction, isolating a large number of people between the cemetery and the railroad tracks.

Both McDonough and Mount Airy Public Housing are isolated from the Rice Street Branch Library. McDonough is completely surrrounded by obstacles: on the southwest is a ridge and railroad, on the east is Interstate 35E, and on the north is Wheelock Parkway. Mount Airy was developed in the late 1950's on a previously undeveloped, almost inaccessible hill.

Traffic: our blessing and our curse. Lots of cars, trucks, busses, all bringing many people to and from and by the library. Rice Street (15,000 vehicles), Dale (13,000), Maryland (5-11,000), Como (6-13,000), Jackson(6,500), Larpenteur (10,000vehicles) are all arterial routes carrying an average of more than 6,000 vehicles per day. Often, especially during heavy rush hours, these streets are a hazard to cross, thus forming another system of boundaries, particularly for the aged, handicapped and children.

Public transportation crisscrosses the North End area. The primary bus route, #12, runs directly in front of the Rice Street Branch about 56 times daily(28 northbound, 28 southbound). Interstate 35E always has been a natural eastern boundary. The freeway was built in a low-lying, somewhat swampy area, with a ridge meandering along either side.